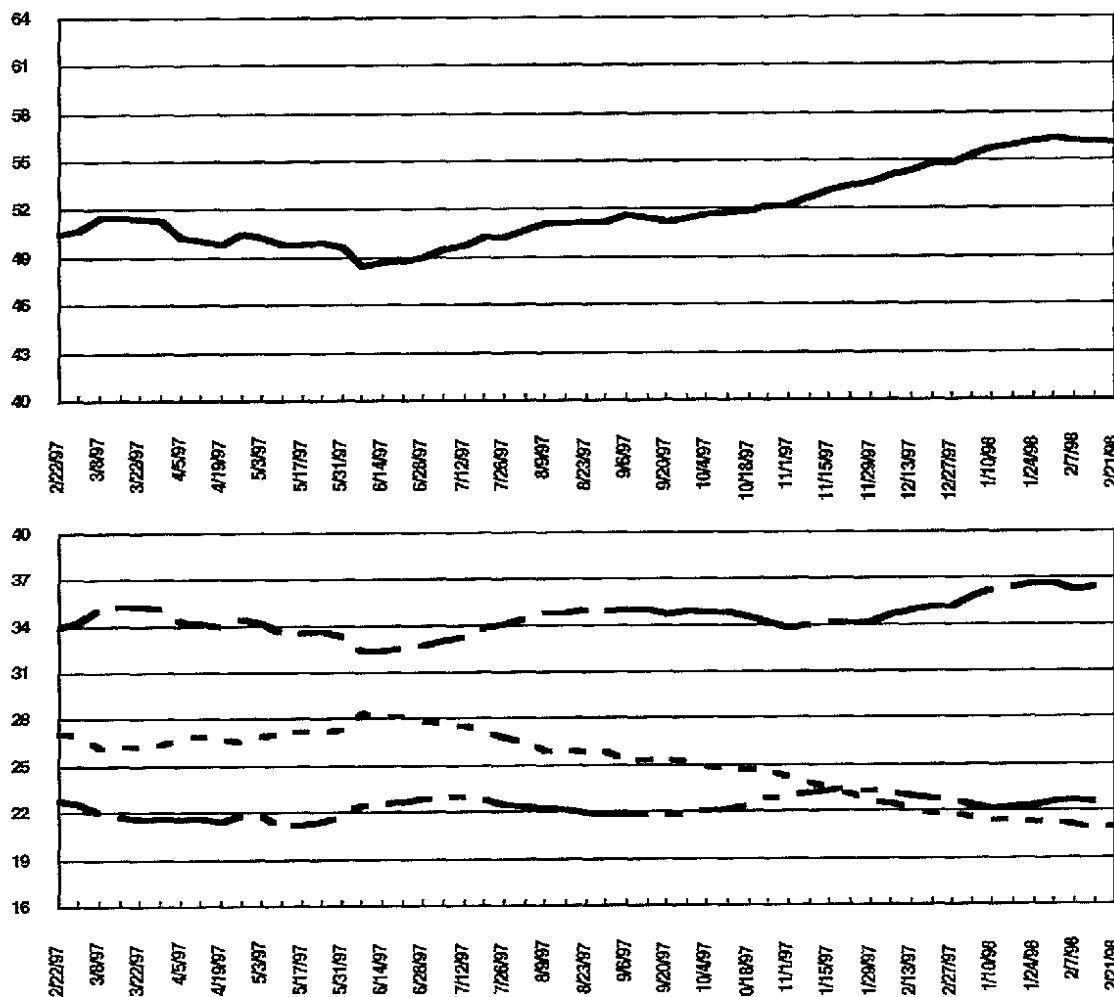
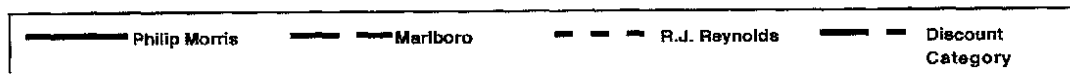


KMART (R. Webster) THROUGH W/E 2/21/98



	26 WK	13 WK	FY '97	YTD '98	DIFF
Philip Morris	54.73	56.10	51.58	57.58	6.00
Marlboro	35.19	36.33	34.40	36.79	2.40
OPB	10.69	10.43	10.20	10.04	-0.16
Basic	7.22	7.73	5.38	9.14	3.77
R. J. Reynolds	22.04	20.98	25.35	19.67	-5.68
Camel	3.81	3.66	4.45	3.61	-0.84
Winston	5.55	5.12	6.27	5.01	-1.26
Doral	3.79	3.60	5.03	3.53	-1.51
B&W	15.75	15.41	15.35	15.21	-0.14
GPC	4.13	3.69	4.03	3.54	-0.48
Lorillard	7.00	7.06	7.15	7.12	-0.03
Newport	4.94	5.19	4.91	5.28	0.38
Liggett Group	0.28	0.28	0.34	0.27	-0.08
Premium	77.02	77.46	77.75	77.34	-0.41
Private Label	1.85	1.81	1.66	0.97	-0.69
Avg Ind CPW	155.44	153.66	162.91	147.22	-15.70
Avg PM CPW	85.07	86.21	84.03	84.77	0.74
Avg Marl CPW	54.69	55.82	56.04	54.16	-1.87
# of Stores	895	895	895	895	0



Source: STARS Store Level Data

Leadership Accounts Package

2071850171